



landmarkcreations
PREMIER CUSTOM INFLATABLES



WELCOME TO LANDMARK CREATIONS

It's been proven over and over again... when you make a strong visual impression, your product or service stays in the minds of consumers longer. In fact, visuals are the elements that are viewed first in almost all forms of advertising. Inflatables are no exception. Landmark Creations has been creating successful first impressions with lasting results since 1986. Let us put our expertise to work for you.



The
"Incredible"
BULK

95
CLASSIC ROCK

ean's.
The
milk
CHUG



“Talk about a show stopper! WOW!! The art design and paint job are first rate. Kids automatically gravitate to “KOOL KONG” and the adults stop and stare. Our logo “jumps” off the inflatable and clients are already lining up to add “KONG” to their on-site events.”

- KOOL 92.9 FM



INFLATABLE ADVERTISING HELPS YOU MEET YOUR MARKETING GOALS

Gain Consumer Attention & Increase Traffic

Advertising inflatables and balloons have high visibility and offer immediate and lasting visual impressions. Outdoor advertising inflatables literally stop traffic on streets and demand the attention of your prospects. Giant inflatable advertising increases location traffic by delivering a high visual impact right at the point of purchase. An added bonus includes improved media attention due to their uniqueness and photographic draw!

Increase Brand Awareness

Branding – in its most basic form – is an effort to create remembrance in consumers. What could be more memorable than an inflatable 30-foot tall reproduction of your product, mascot or logo? The deep and long-lasting impression that is made by inflatable advertising is one of the most powerful, and greatly lends itself to increasing and maintaining brand awareness, brand identification and brand presence.

Connect On An Emotional Level With Consumers

It's a proven marketing fact – most buying decisions are emotional – not logical. When there is an emotional connection between the consumer and your company, you win the competitive edge over your competition! Inflatable advertising bridges the gap between “needing” your product or service and “wanting” your product or service. Once you provoke that emotional desire to buy – sales naturally follow.

Increases Sales or Response

All the time and energy you've put into your marketing plan would be worthless if you didn't achieve your desired end result – increasing sales or response. For businesses, sales are the name of the game. For organizations, schools, teams and other groups, an increase in membership, donations or attendance might be what's needed. Advertising inflatables, once again, answer the call with a proven track record of immediately increasing sales by 20% and creating impulse buys/reactions on the spot!

Easy Implementation

Most marketers have fought the battle of trying to “pull off” an event only to find out that nothing was as easy as it first appeared. Point of sale marketing often becomes cumbersome due to space, mobility or complication. Landmark's outdoor advertising inflatables, however, are compact when deflated making them easy to transport and store, and lightweight and easy to set up. By using inflatable advertising, your marketing event will come off without a hitch!

Stay Within Budget

There are very few companies and organizations that have an unlimited amount of money to spend on their marketing efforts. Surprisingly, advertising inflatables are very affordable additions to your plan that not only last and last, but also provide a fabulous return on investment in sales dollars.





All existing or new stores who have chosen to use these [inflatable] promotions have shown substantial sales increases in their locations. This brings us great exposure in a market where everyone is fighting for brand identity. 📈

- Quiznos Restaurants

“What we thought was going to be quite a challenge to our game management staff proved to be incredibly easy. We were able to inflate and deflate the tunnel in a matter of minutes, clearing the way for bands and camera crews quickly and effortlessly.”

- Purdue University

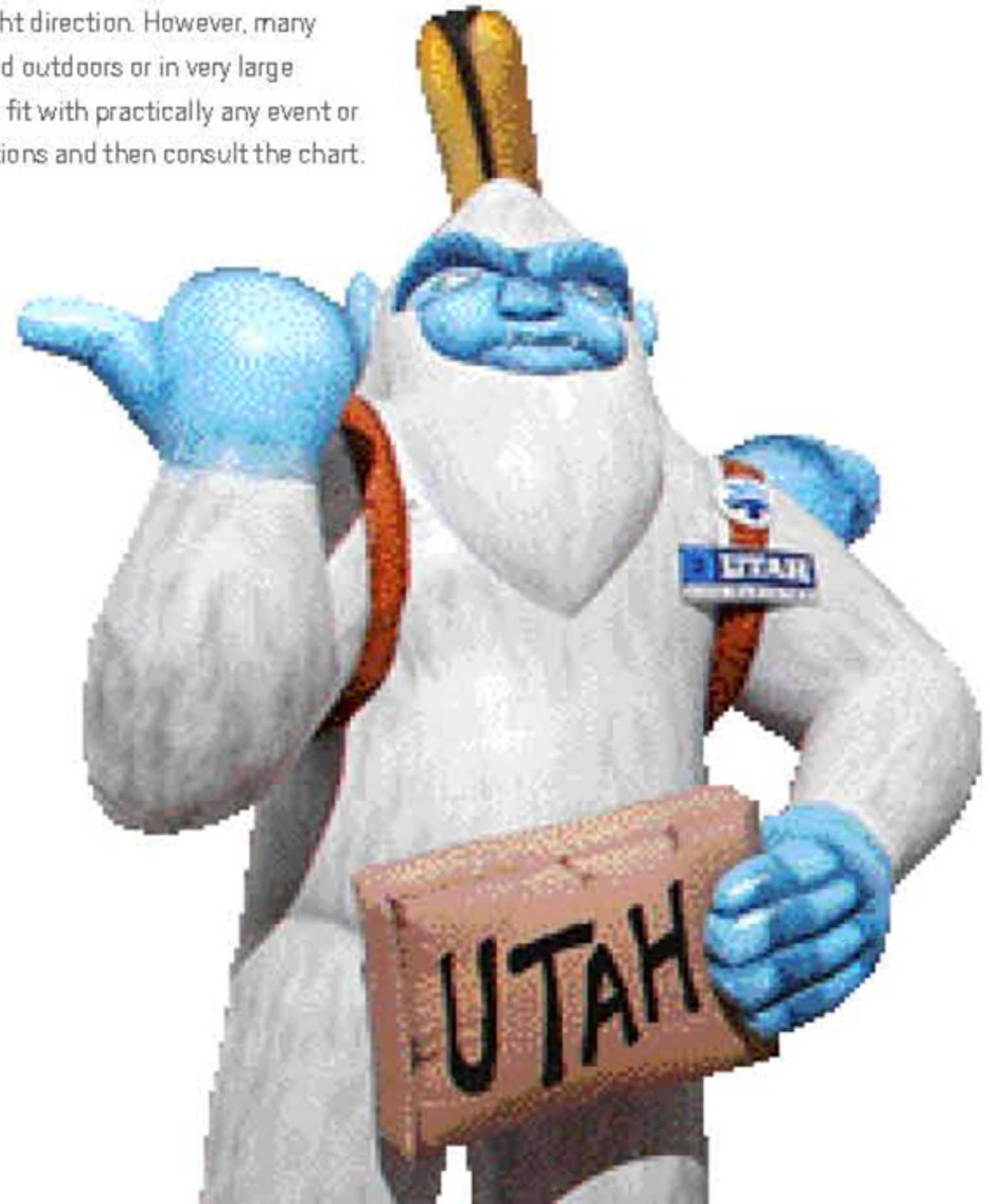


CHOOSING THE RIGHT INFLATABLE

Making the decision to include inflatables in your marketing mix is definitely a step in the right direction. However, many people mistakenly believe that all inflatables are huge, fan-driven, balloons that must be used outdoors or in very large indoor arenas. This is simply not true. There are many types and sizes of inflatables that can fit with practically any event or promotion. So, how do you choose the right one for you? Think about these basic considerations and then consult the chart.

- What is the purpose of your inflatable? (i.e. attract attention, giveaway, etc.)
- How much space is available at your event or promotion?
- Will your event/promotion be held indoors or outdoors?
- Will your outdoor event require placing your inflatable on a rooftop?
- What is your budget?

	Size Range	Indoor Events	Outdoor Events	Rooftops	In-Store Displays	Stage Productions	Trade Shows
Cold Air	8-80'	■	■	■	■	■	■
Air Tight	4-30'	■	■	■	■	■	■
Helium	5-30'	■	■	■	■	■	■
Sealed POP	1-10'	■	■	■	■	■	■
Latex/Mylar	9-35'	■	■	■	■	■	■
RC Blimps	11-30'	■	■	■	■	■	■
Dynamic	7-60'	■	■	■	■	■	■





Airtight Inflatables



Cold Air Advertising Balloons



Helium Advertising Balloons

INFLATABLE STYLES

Airtight Inflatables Airtight inflatables are perfect for highly mobile marketing efforts. They can be manufactured in any shape or size you need. Because they don't require a blower system, you can take them practically anywhere.

Cold-Air Advertising Balloons These stationary advertising balloons can be created in practically any size from 5 feet to 70 feet tall. A blower (fan) system runs continually to keep them inflated and tether straps provide an anchor to keep them in place.

Helium Advertising Balloons These inflatables are constructed of PVC materials and can range in size from 5 feet to 70 feet tall. Each use requires the helium to be replenished. These balloons can be mobile to float in parades, above stadiums or over stores. They can also be made with remote controls.

Point of Purchase Inflatables Sealed inflatables are usually much smaller than cold-air or helium inflatables and can be constructed from either high end or economy PVC materials. We specialize in custom shapes for both large and small runs.



Point of Purchase Inflatables



Inflatable Costumes

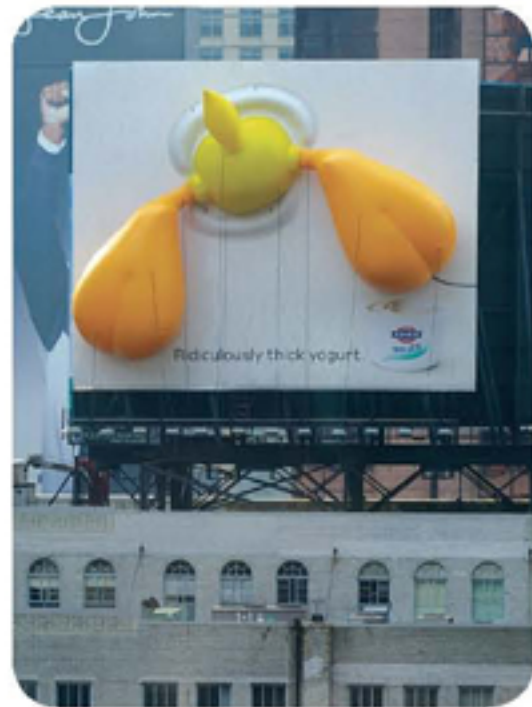
Inflatable Costumes The costumes contain a small, battery operated fan system that is strapped to the waist of the individual inside, making them much cooler than conventional costumes. They are durable and lightweight, offer great design flexibility and can be created in heights of 10 feet tall or more!





You went above and beyond what I thought you would do for our presence at the kickoff party. Your enthusiasm and dedication was clearly demonstrated from the first time I spoke with you over the phone, and has only increased since that point. ”

- General Mills



CHOOSE LANDMARK CREATIONS AS YOUR PARTNER

Our award winning staff has more than 125 years of combined inflatable design and manufacturing experience. Our passion for creating cutting edge custom inflatables and exceeding our customers' expectations is apparent in everything we do. You will not find an inflatable manufacturer more committed to quality, or relentless in the pursuit of superior customer service. We use only the finest materials, state of the art equipment, and updated design techniques to ensure your custom inflatables are manufactured to your specifications and built to last.

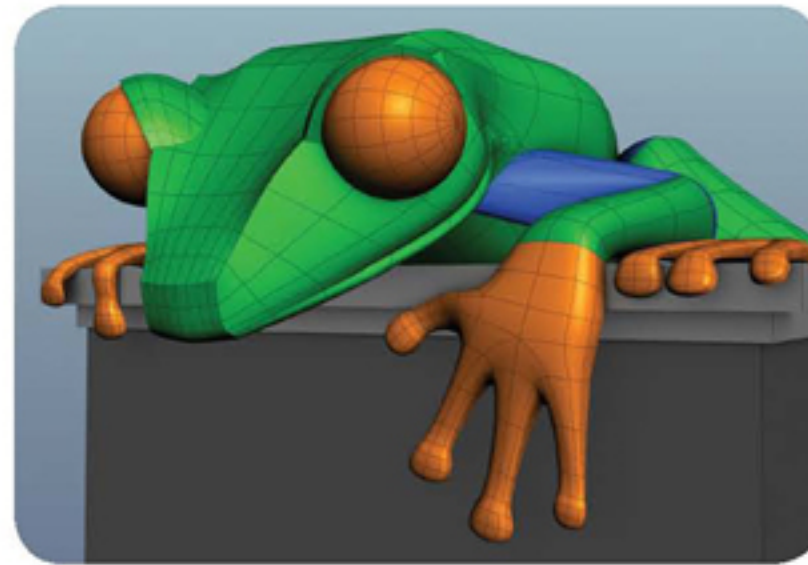
Our mission is to delight you and your customers, with creative, user-friendly products. We offer the best possible services to help you exceed your potential in promoting events, brands and teams by utilizing custom inflatables, product replicas, and inflatable advertising that will reinforce your corporate identity.

YOUR VISION COMES TO LIFE



1. You Have a Vision

Once you're finished with your brainstorming session, call, fax or email your ideas to Landmark! Even if you're still working with a vague concept, our professionals can offer important insights into which type of custom made inflatable advertising to choose, what size would work best, and what to consider during the design phase. We can also offer creative ways to use promotional inflatables that will reinforce your corporate brand identity.



2. Your Vision Becomes a Blueprint

Our talented artists will create a finished rendering so you can see the specifics of your future promotional inflatables. This will also give you the opportunity to offer final approval on the color scheme and artwork. Once your approval has been given, the production process will begin. Because our inflatables are custom designs, prices vary. Call us for your custom price quote.



3. Easy Implementation

You will receive a photograph via email requesting final approval and offering you one last opportunity to make adjustments prior to shipment. Normally within 4 to 6 weeks our experienced craftsmen will carefully prepare your full-sized custom-made promotional inflatable. Rush orders are also available upon request.

Contact a representative today at [800.553.3593](tel:800.553.3593)
or visit us online at landmarkcreations.com



“ I wanted to take a moment to express to you how very pleased we have been with your product replicas. The quality is great, and I must say, they attracted a lot of attention and comments. The ease with which they can be inflated is a real plus. ”

-Renaissance Golf Products, Inc.



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